

Electronic Marketing “e-Marketing”

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Before We Begin

- What are your expectations and interests?
- What do you hope to learn more about?



What is E-Marketing?

- The marketing of products or services over the Internet. (Wikipedia)
- Also Known As
 - I-marketing
 - Web marketing
 - Online marketing
 - Social media marketing



The Attention Age

- Moved from Information Age to Attention Age
- The Attention Age is marked by the ability of individuals to create and consume information instantly and freely as well as share it on the Internet using social media.
- People are no longer simply content consumers but are now content producers.
- We now allow Internet users to share valuable content freely and instantly (pros and cons)

http://en.wikipedia.org/wiki/Attention_Age



Basic Rules of Online Marketing

- Transparency
- Openness
- Authenticity



Well Known Types of Online Marketing

Facebook

- Great for its tools such as photo albums, discussion boards, app addons.
- Great for targeted ad word advertising
- Examples... Pennybackers, Jack Browns, Pheasant Run Fan Page
<http://www.facebook.com/pages/Harrisonburg-VA/Pennybackers/230973824310>
- Setup your fan page for a shorter, cleaner URL
<http://crueltobekind.org/how-to-set-up-the-vanity-url-for-your-facebook-fan-page-627>
- Receive weekly updates by email and user demographic profile data (ARI)

Twitter

- Great for networking with a wide audience base (customers, complimentary businesses)
- “Tweet” about... news, new service offerings, shop open or closed, commentary on the industry, links to your own white papers or articles, topics your target market would be interested in
- Example... Charles Hendricks of the Gaines Group
 - [Is your elec bill too high this month? I can help u lower it next month \(71 characters\)](#)



Well Known Online Marketing (cont)

LinkedIn

- Great for networking w/ other business owners or industry-specific people
- Specialized groups like Charlottesville Tech and JMU Alumni Groups
- Another location for recommendations and status updates
- Create a company page and link all of your staff
<http://www.linkedin.com/in/williamroy>

Yelp

- Your listing already exists. Claim it and update it. Example... Cally's

Google

- Ad Words, Analytics, Webmaster Tools

Craigslist

- Great for selling a few overstock items



Additional Forms of Online Marketing

Viral Marketing

- Involves creating something that will become popular - people will want to share and you are recognized for it

Guerilla Marketing

- Fliers at downtown restaurants in the physical world but point back to Facebook page or twitter or Web site
- Answering questions in forums and linking back to your website from posts
Example... Dr. Lift Truck

Banner Ad and Link Exchange Marketing

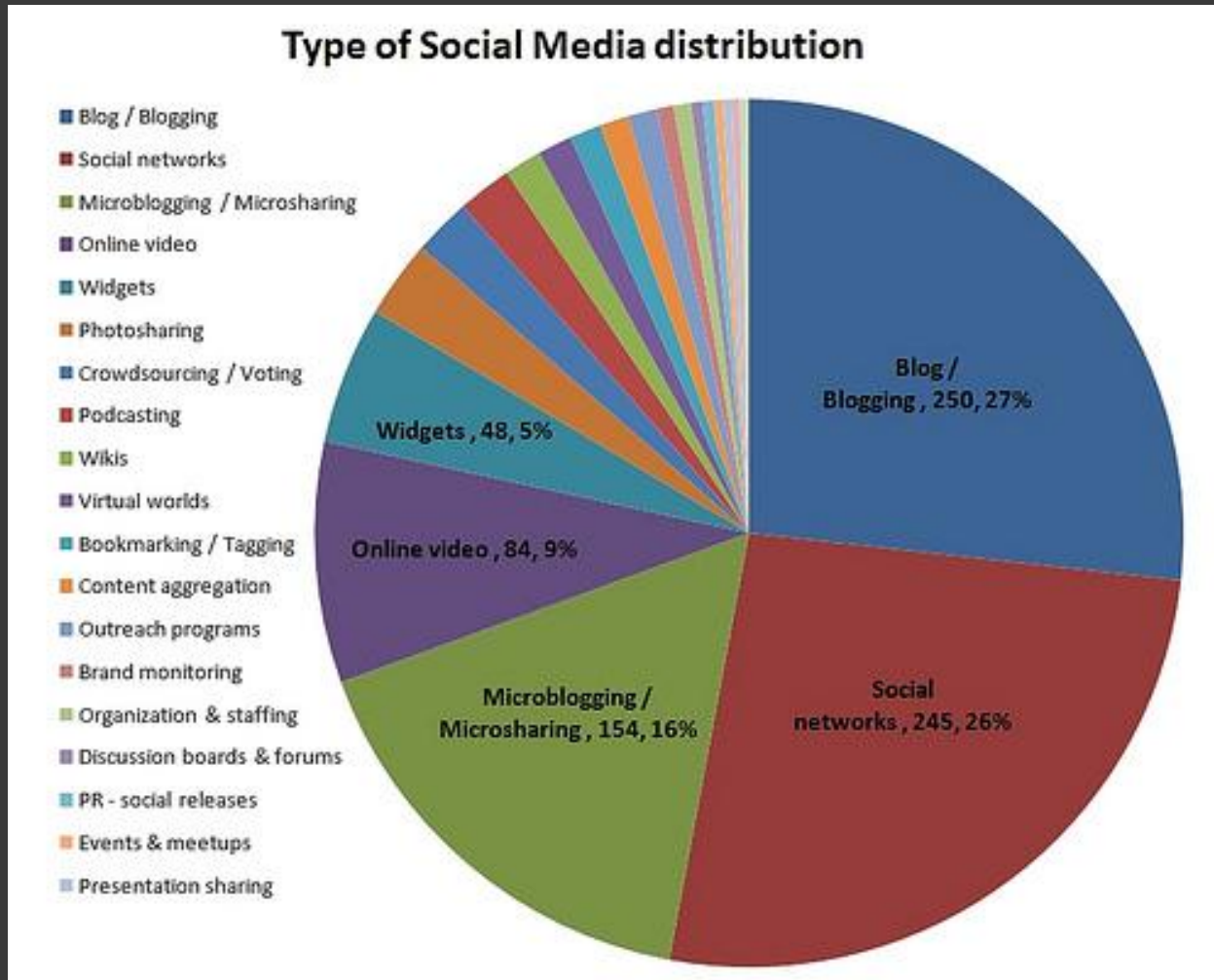
- Advertisements on online magazines or on sites of complementary service providers or other local industry organizations

Blog & E-Newsletter Marketing

- Post content directly to your site or to a list of your current clients with relevant, interesting information. Examples... Scott Rogers & Billy Brew



More Types of Social Media



source: <http://www.beingpeterkim.com/2009/03/smm-wiki-analysis.html>
 Over 1500 examples of social media by business category online
<http://wiki.beingpeterkim.com/>



Why Is Online Marketing Important?

- Build credibility & reputation for you and your business
- Content is searchable by Google
- The Internet is a primary source for info about businesses today

We've reached a point where the consumer wants to know the store owner's name and that he can be trusted.

By taking advantage of social media, businesses can make themselves more accessible, more personable, and maintain long term connections.



Restaurant Case Study

- Pennybackers, Harrisonburg
 - Great Facebook page using free reviews app
 - Informational
 - "Our rooftop is open today - enjoy a casual lunch overlooking court square!" posted around 10am on a Saturday/Sunday
 - Print Ad in playbill announces Web presence
 - "Happy Monday! To all of you that went to see the THMS production of Honk! Jr., don't forget your 10% off coupon in the playbill!"



Services Case Study

- Quicken Loans on YouTube
 - Post useful videos that walk users through loan processes.
 - Post a few testimonials customers.
 - Use Facebook or another tool to have your audience suggest videos they would like.
 - One video on Quicken Loan deposits has well over 15k views.
 - Social media is about real people, not huge marketing budgets for polished infomercials.



A Strategy Is Needed

- Online marketing is more than just putting content online.
- It's about building a community and offering value to the members of the community
- How do we get started?...



Determine Your Strategy

5 areas to discuss when implementing a social media strategy

1. Determine Your Objective
2. Find an Internal Evangelist
3. Consider Your Employees
4. Check Your Tech
5. Listen First



Determine Your Objective

- Why are you getting on the bandwagon?
- General Motors
 - Become more responsive to people/consumer audiences
 - Incorporate audience/consumer feedback into organization more quickly and effectively
 - Make brand more “human” to the outside world and show people the smarts, personality and passion behind the logo



Determine Your Objective (cont)

- Think about timetable for implementation.
BE REASONABLE!!!
- Prioritize and coordinate objectives across various mediums.

Example: Placing an ad in the DNR

1. Landing page on Web site with ways to connect with your organization.
2. Track ROI by Google Analytics



Find an Internal Evangelist

- Some department or person needs to “own” social media in your business.
- Social media takes an integral position, so team representation needs to be a part of every marketing or sales conversation.
- Could be an external resource (consultant) for part or all of a social strategy.
- Who in your organization would fill this position?
- Prioritize their time to respond to comments on social media forums within 24 hours.



Consider Your Employees

- Understand employee knowledge and interest. Offer training.
- Think about your volunteer base. How can they interact with people?
- Review examples of good social media
 - When and how to respond



Check Your Tech

- Who will have access to posting content?
- Are there firewalls that would prevent access?
- What are the rules about time spent and content posted?
- Office culture – social media breaks (similar to smoke breaks)



Listen First

- Ask your target customer what they wish they knew more about.
- Where could you incorporate asking clients for input?
 - At the register (perhaps for a dollar off sale?)
 - Closeout interview after performing services
 - Email-based survey (Google Forms)



Practical Application – Groups

Get into groups of 3 and discuss each of the 5 areas for your business.

(10-15 minutes)



Groups – Findings



Tips for Communicating Online

- Subject title (brevity and clarity)
- Length (concise to the point)
- 'key word rich' content
- Active vs. Passive writing
 - We will process your order today (active)
 - Your order will be placed today (passive)
- Grammar, Spelling, & punctuation
- Capitalization - DON'T YELL
- Reread before submitting content
- Consider your audience (will they understand abbreviations and word choice?)
- Salutation (link to LinkedIn, Twitter, Web site, blog)



Microblog Your Products/Services

- Write in no more than 140 characters a complete description of your company

Immerge Technologies is a creative web design and development agency based in Harrisonburg, Virginia founded in 2004. We make websites better.

(126 characters)



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